

FIG. 1 is a block diagram of a system architecture. The system includes a Scheduling and Media Database (4) connected to a Scheduling Server (12). The Scheduling Server (12) is connected to a Secure Network (13). The Secure Network (13) is connected to a User Workstation (15), an Internet Web Server (16), and a Corporate Data Gateway (18). The Internet Web Server (16) is also connected to the Internet (20). The Corporate Data Gateway (18) is connected to a Corporate WAN (14). The Secure Network (13) is also connected to two Player Controllers (11), which are each connected to a Player Unit (10).

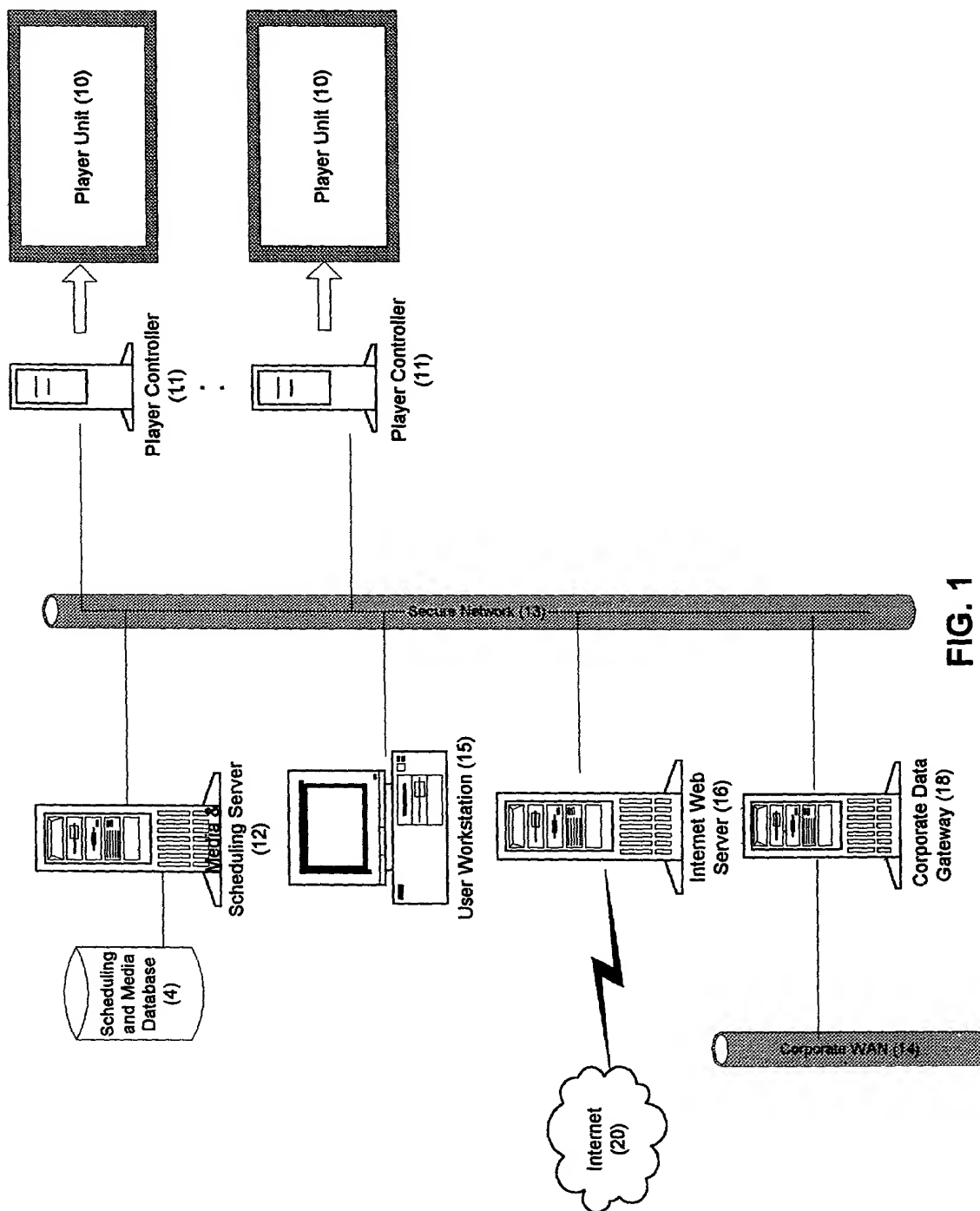
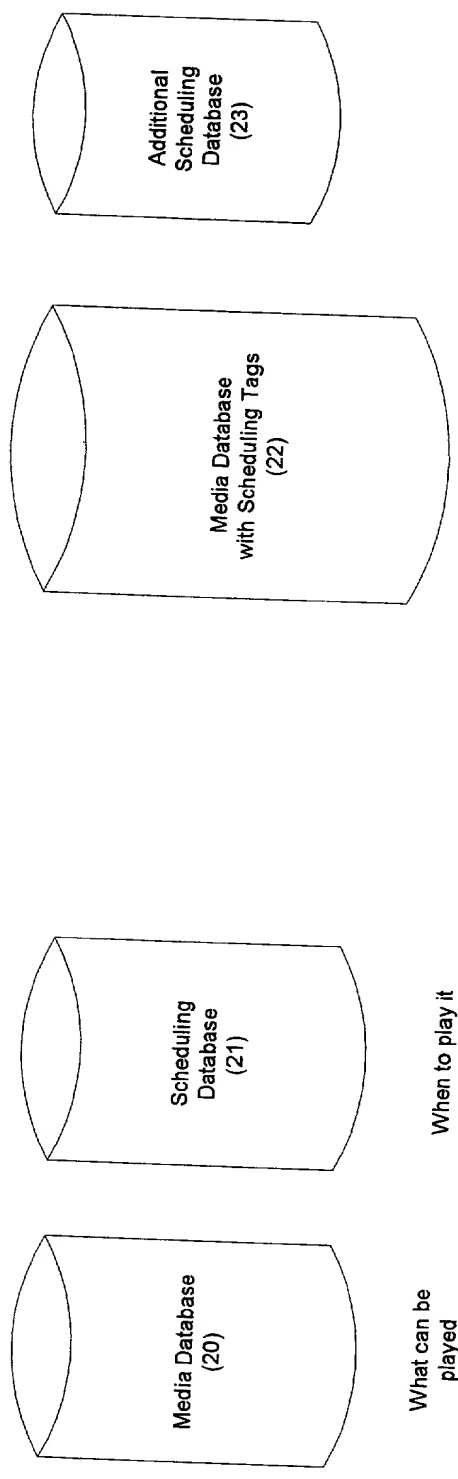


FIG. 1



What can be played
When to play it

FIG. 2

FIG. 3

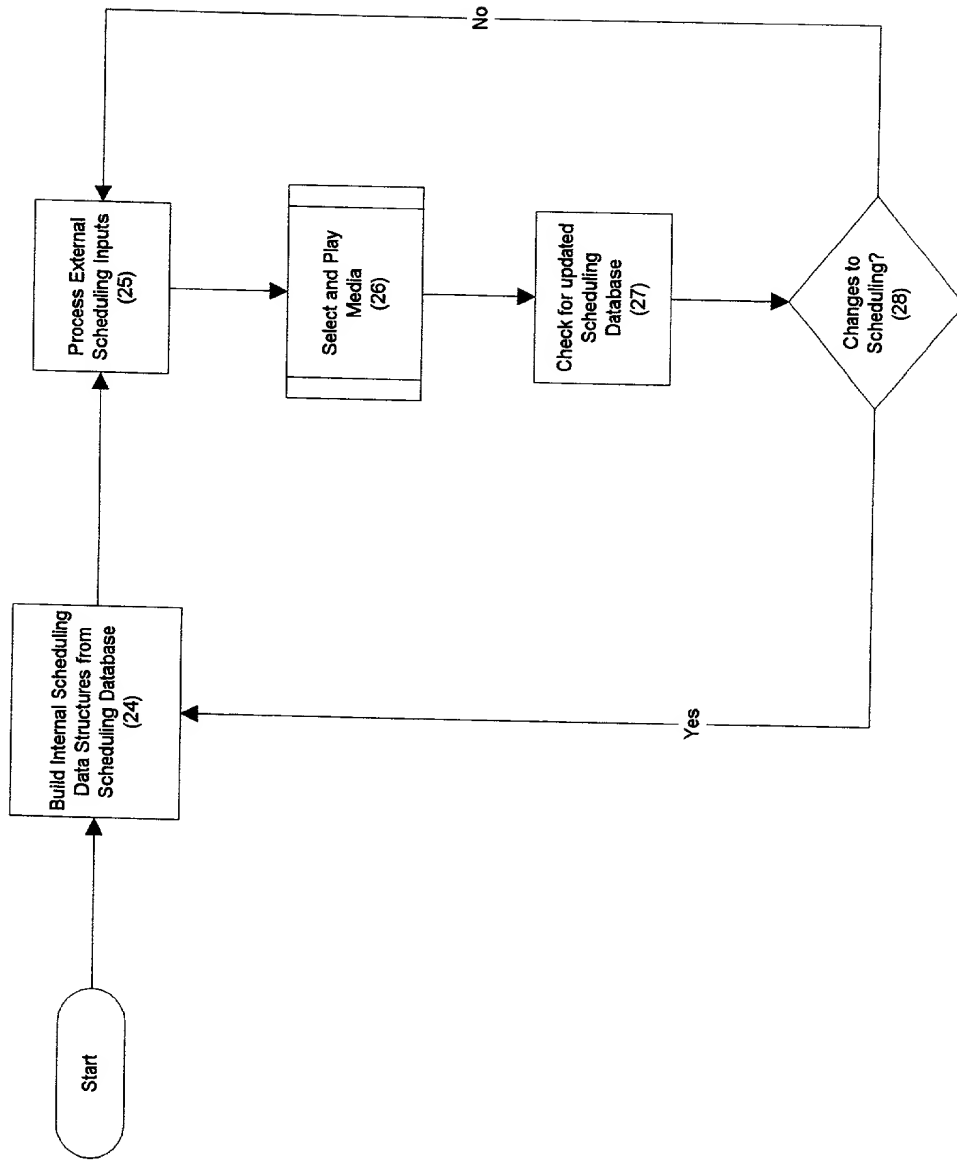


FIG. 4

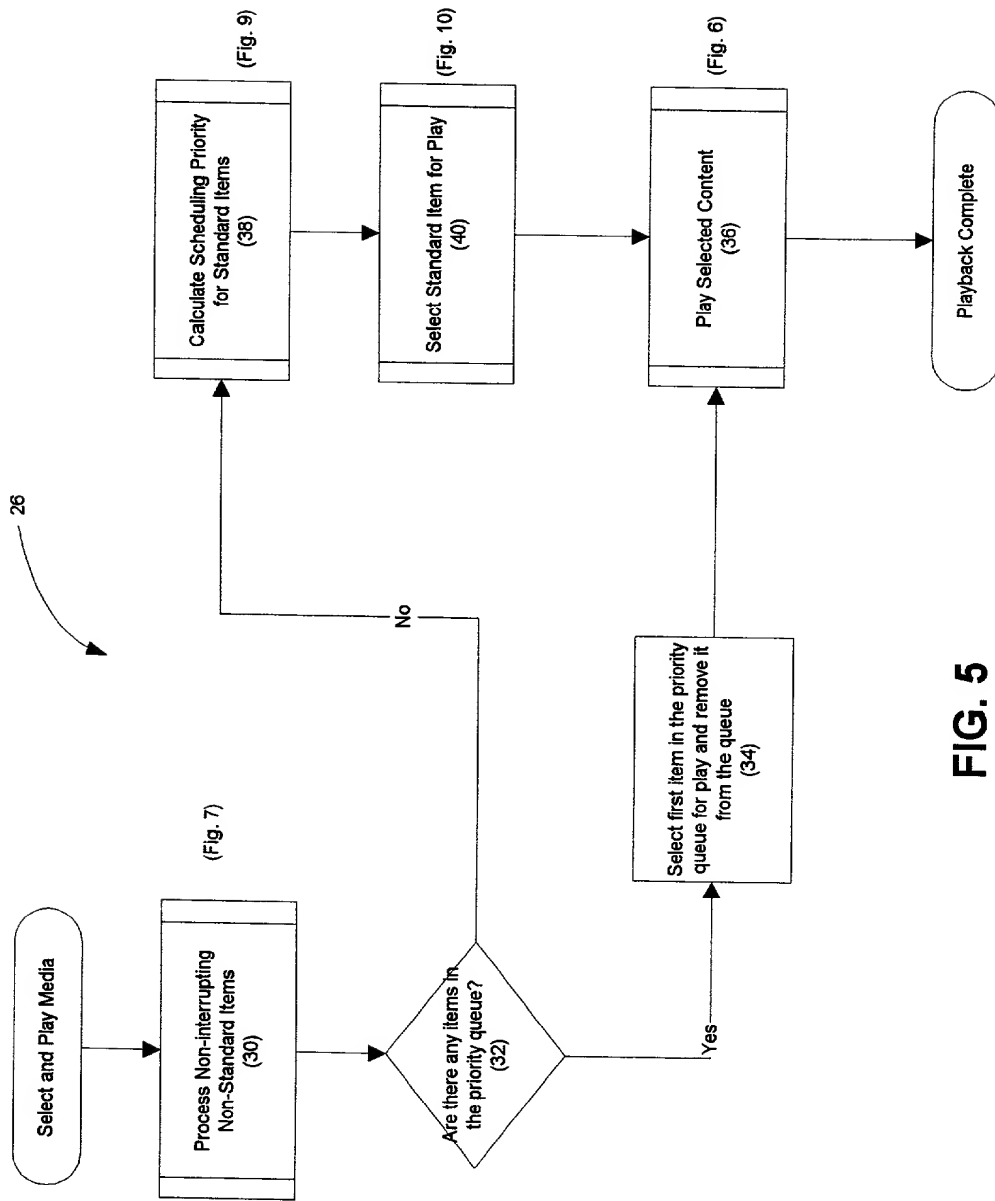


FIG. 5

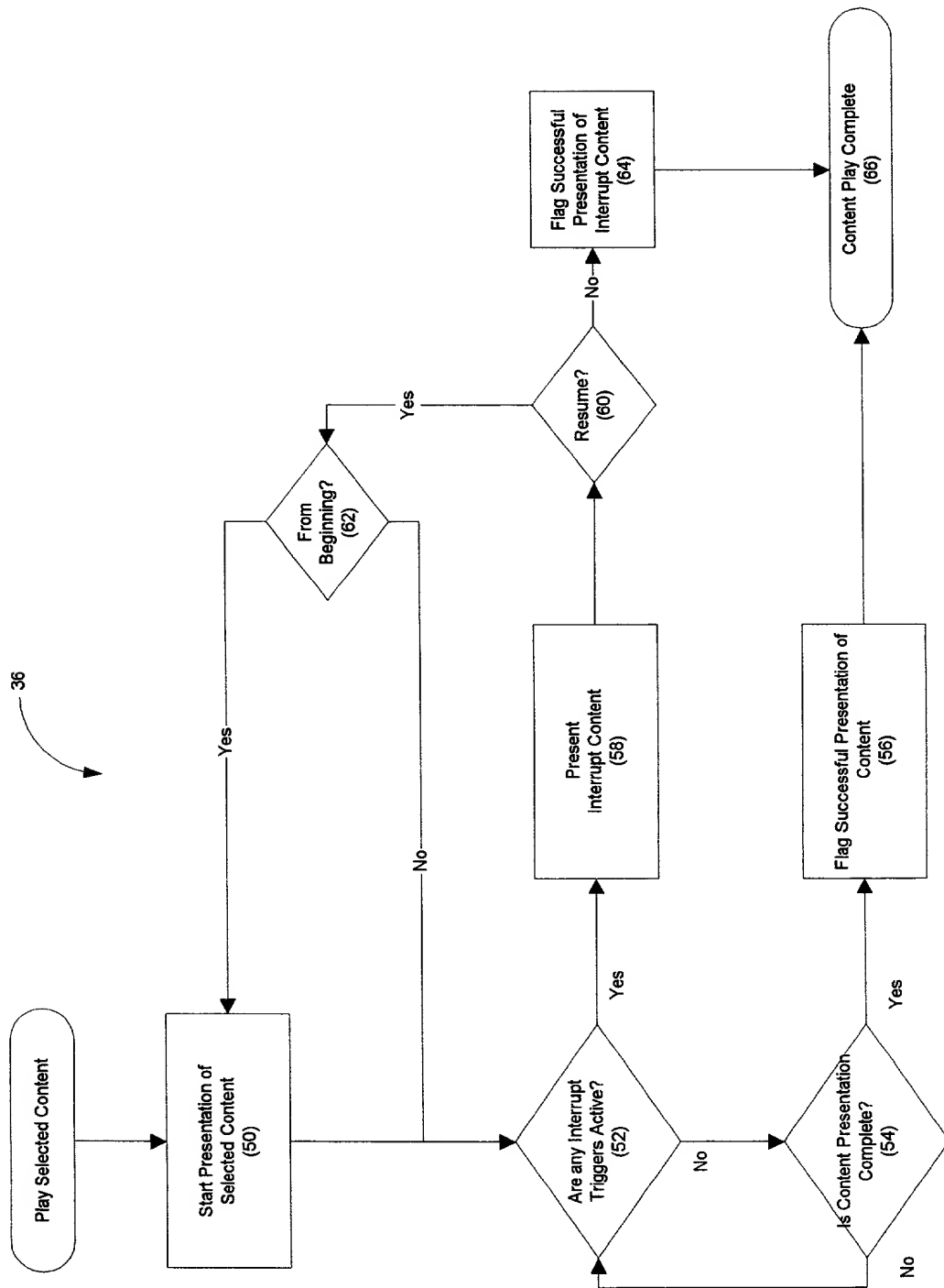


FIG. 6

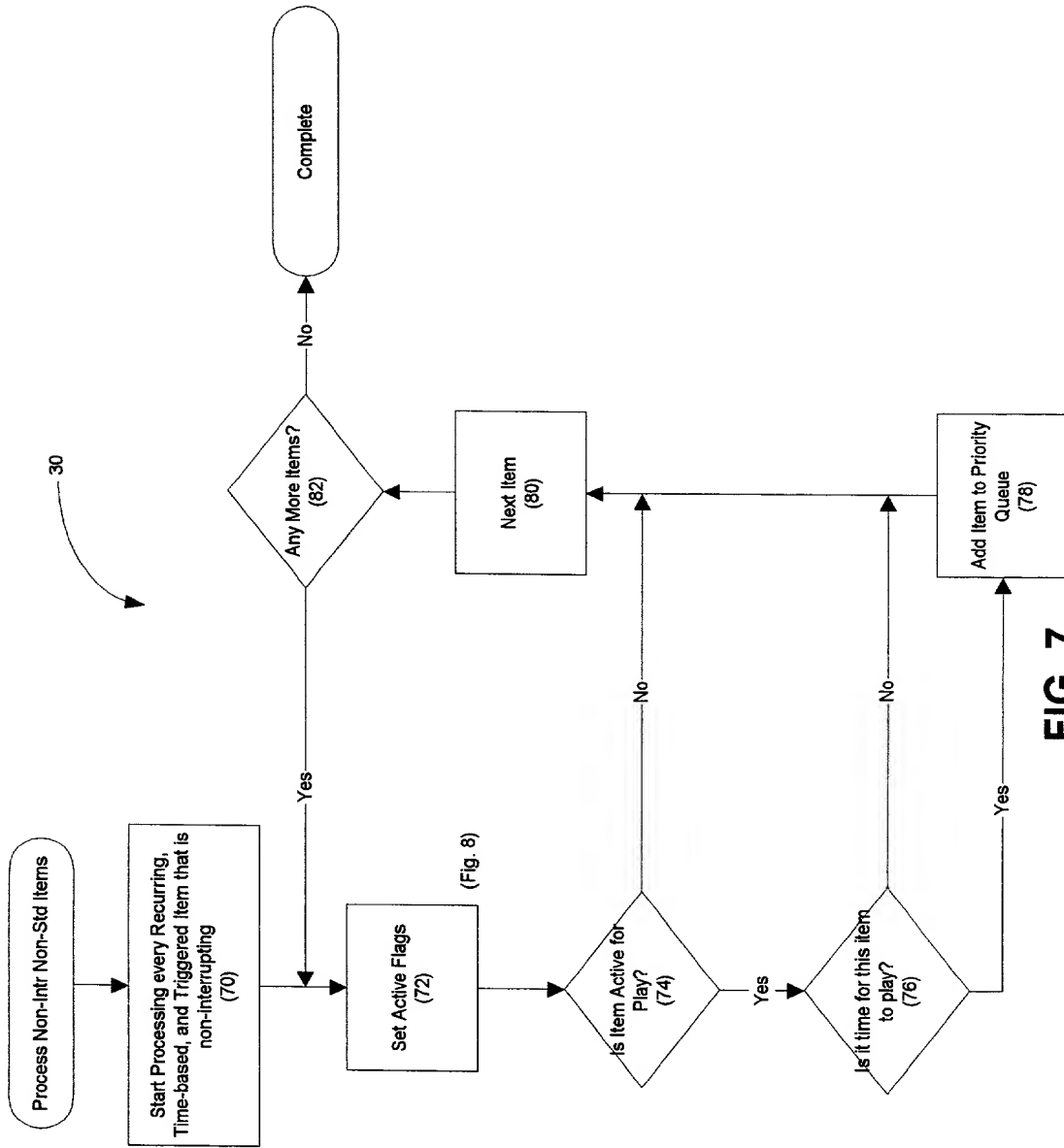


FIG. 7

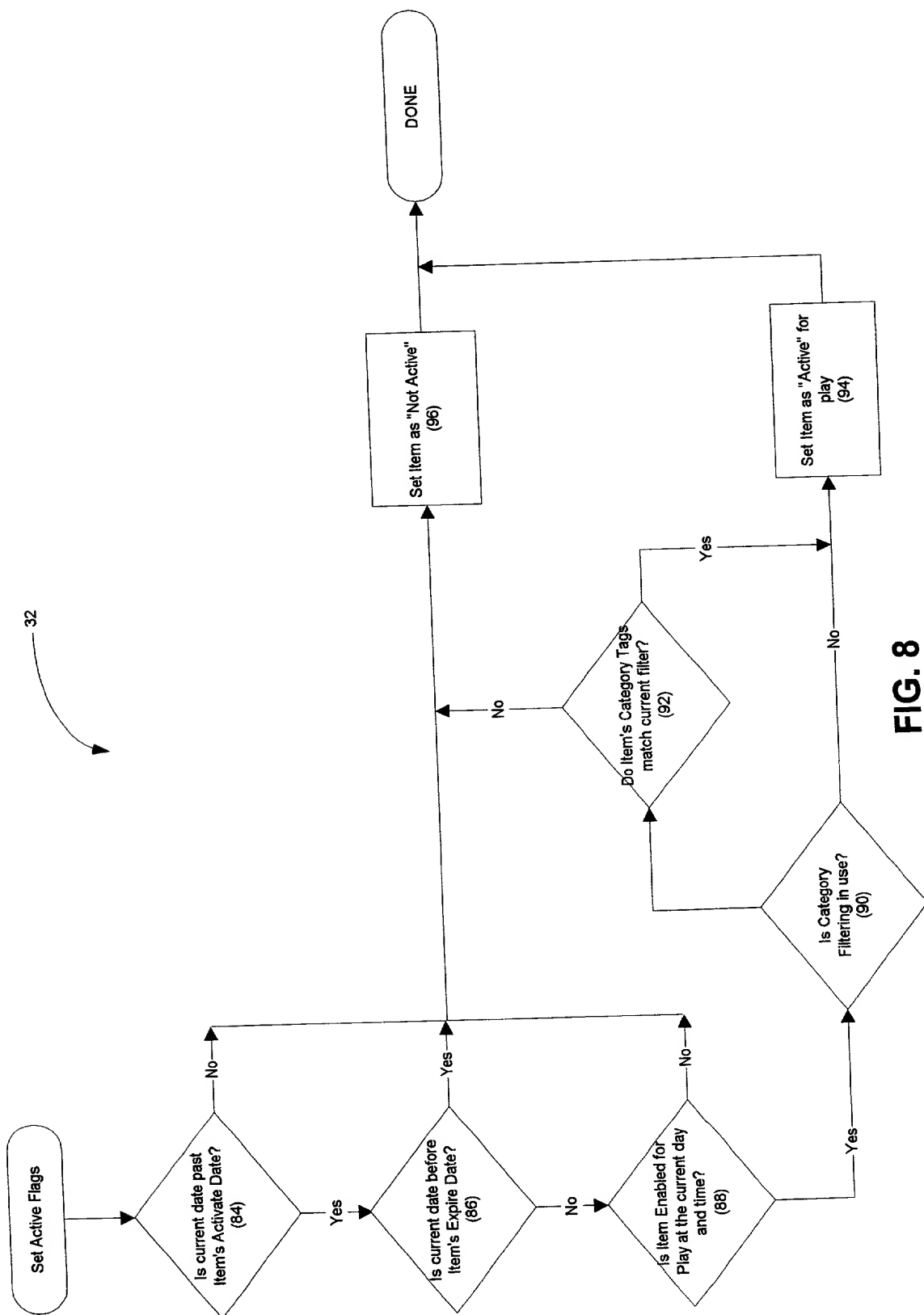


FIG. 8

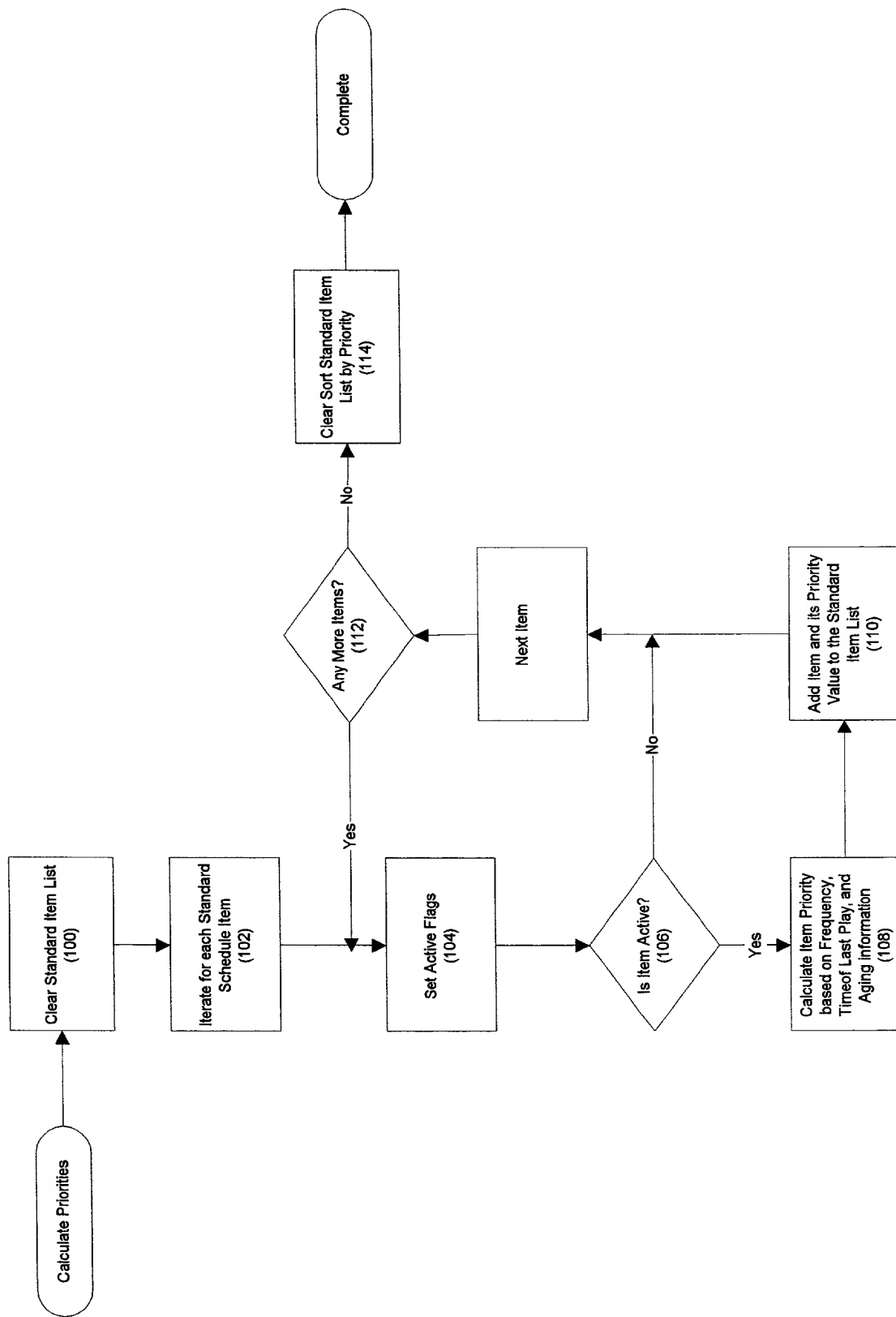


FIG. 9

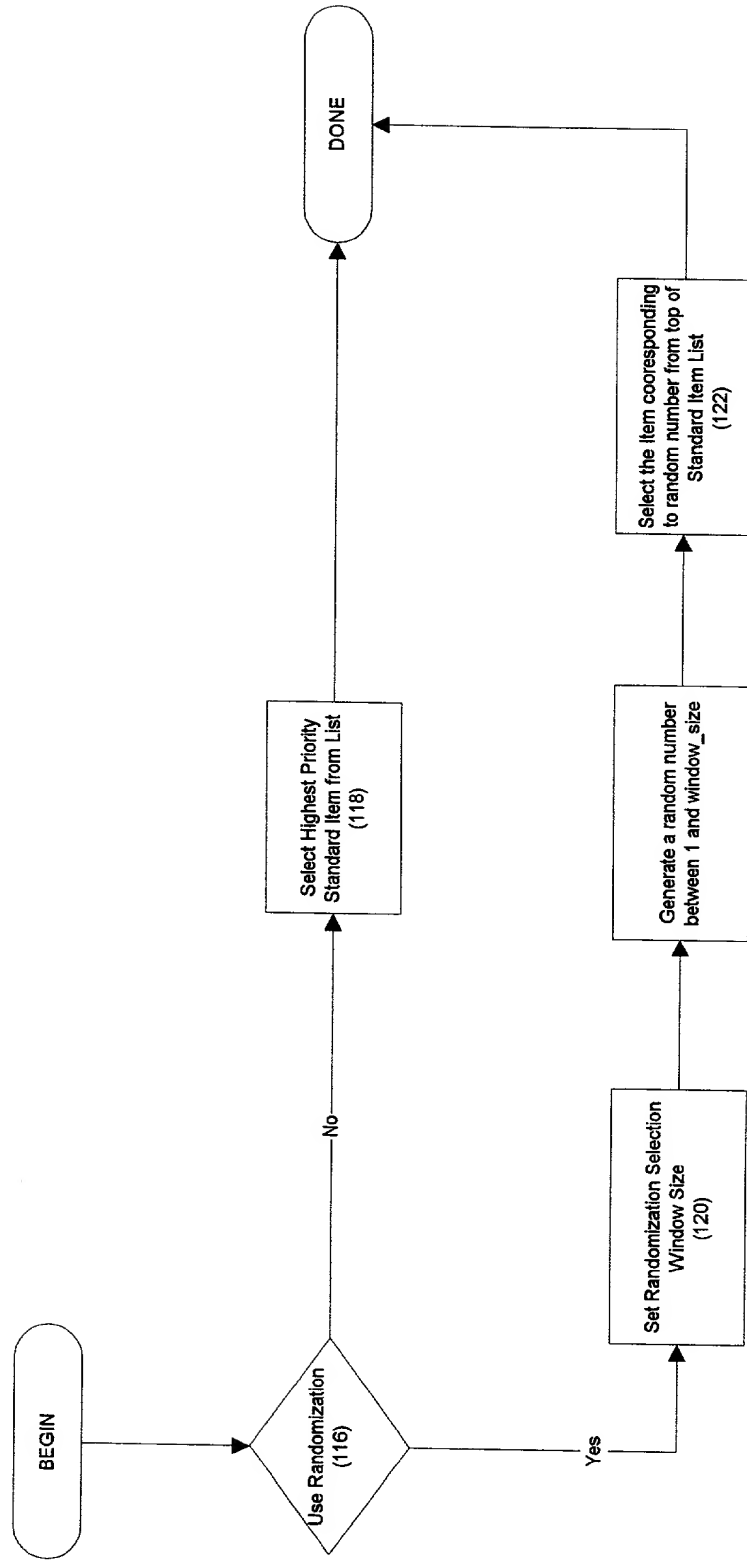


FIG. 10

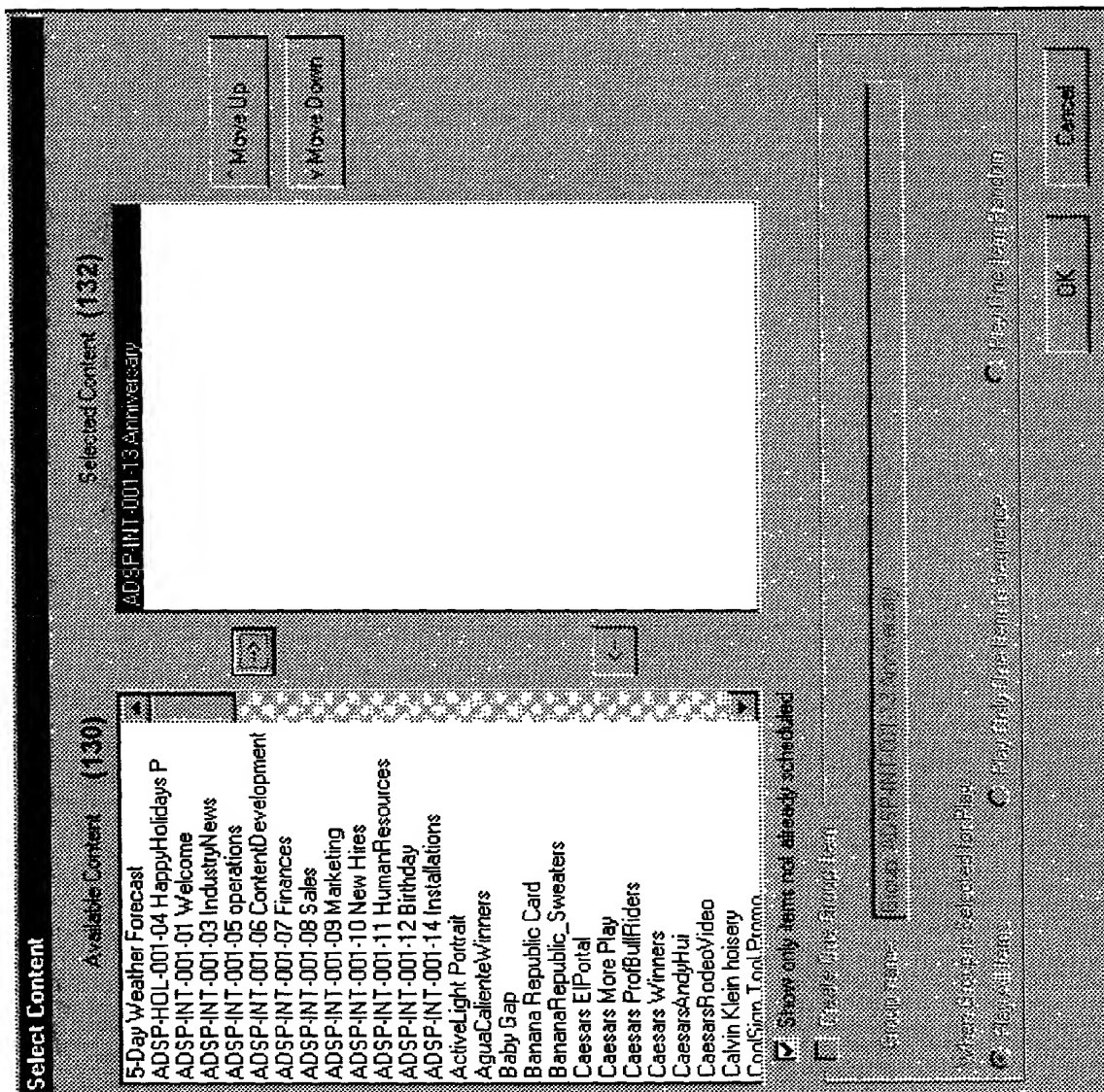


FIG. 11

Select Content

Available Content

- 5-Day Weather Forecast
- ADSP-HOL-001-04 HappyHolidays P
- ADSP-INT-001-01 Welcome
- ADSP-INT-001-03 IndustryNews
- ADSP-INT-001-05 operations
- ADSP-INT-001-06 ContentDevelopment
- ADSP-INT-001-07 Finances
- ADSP-INT-001-08 Sales
- ADSP-INT-001-09 Marketing
- ADSP-INT-001-10 New Hires
- ADSP-INT-001-12 Birthday
- ADSP-INT-001-14 Installations
- ActiveLight Portrait
- AguaCalienteWinners
- Baby Gap
- Banana Republic Card
- Banana Republic Sweaters
- Caesars More Play
- Caesars ProfBullRiders
- Caesars Winners
- CaesarsAndyHui
- CaesarsRodeoVideo
- Calvin Klein hoisey
- CoolSign Tool Promo
- DEMOSayHey
- DEMOM AlwaysCocaCola

- ☒ Show only items not already scheduled
- ☒ Create One Group Item (142)

Group name: MyGroup (144)

When Group is Selected for Play.. (146)

- (148) ☒ Play All Items (150) ☐ Play Only One Item in Sequence (152) ☐ Play One Item Random

OK

Cancel

Selected Content (146)

- ADSP-INT-001-13 Anniversary
- ADSP-INT-001-11 HumanResources
- Caesars EIPortal

Move Up

Move Down

FIG. 12

Scheduling Info

File Edit Help

Name: LowisMunroFlatironPort

Edit Content...

Schedule Type: Standard

Recurring

Time Based

Triggered

Shows Less Shows More

	MIDNIGHT	AM	NOON	PM	MIDNIGHT
Monday	12	1	2	3	4
Tuesday	5	6	7	8	9
Wednesday	10	11	12	1	2
Thursday	3	4	5	6	7
Friday	8	9	10	11	12
Saturday	1	2	3	4	5
Sunday	6	7	8	9	10

Select Entire Week Deselect Entire Week

Reconnect Active

☒ Immediately ☐ Never

Expires

☒ Immediately ☐ Never

OK Cancel

FIG. 13

Scheduling Info

Name: ADSP-INT-001-09 Marketing

Edit Content

OK

Cancel

Schedule Type: Standard

(156)

(158)

Shows Less

Frequency: 10

Shows More

(159)

Enabling: Inventory > 100

MIDNIGHT

AM

NOON

PM

MIDNIGHT

12

1

2

3

4

5

6

7

8

9

10

11

12

1

2

3

4

5

6

7

8

9

10

11

(160)

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

Select Entire Week

Deselect Entire Week

Becomes Active (162)

☒ Immediately
 ☐

Expires (164)

☒ Never
 ☐

Friday

March 23, 2001

12:00:00 AM

Friday

March 23, 2001

11:59:00 PM

FIG. 14

ADSP-INT-001-13 Anniversary ADSP-INT-001-11 H

Scheduling Info

Name: ADSP-INT-001-13 Anniversary ADSP-INT-001-11 H

Edit Content

OK

Cancel

Schedule Type: Recurring (166)

Interval: 15 min (168) Enabling Variable: <none>

Offset: 5 (170) ☐ Interrupt Playing Content (172)

	MIDNIGHT	AM	NOON	PM	MIDNIGHT
Monday	12	1	2	3	4
Tuesday	1	2	3	4	5
Wednesday	2	3	4	5	6
Thursday	3	4	5	6	7
Friday	4	5	6	7	8
Saturday	5	6	7	8	9
Sunday	6	7	8	9	10

Select Entire Week

Deselect Entire Week

Repeats Active

☒ Immediately

Friday, March 30, 2001

12:00:00 AM

Expires

☒ Never

Saturday, April 07, 2001

1:00:00 AM

FIG. 15

Scheduling Info

Name: ADSPINT-001-13/Amnrcw/ADSPINT-001-11/H

OK

Cancel

Edit Content...

Schedule Type: Time Based

(174) Time

00:00:00 AM

Add to List

Ending Variable: <none>

Interrupt Playing Content

Play Times: (176)

02:00:00 AM

03:00:00 AM

05:00:00 AM

Remove from List

(178) Active Days

☒ Monday

☒ Tuesday

☒ Wednesday

☒ Thursday

☒ Friday

☒ Saturday

☒ Sunday

Becomes Active

☒ Immediately

☐ Never

Friday Mar 30 2001

Saturday Apr 07 2001

02:00:00 AM

11:59:00 AM

FIG. 16

Scheduling Info

Name: ADSP-INT-001-13 Anniversary ADSP-INT-001-13

OK

Cancel

Edit Content...

Schedule Type: Triggered

Trigger Event

jackpot_trigger (180)

Max Plays Per Hour: 33

(182)

☐ Interrupt Playing Content

12

1

2

3

4

5

6

7

8

9

10

11

12

MIDNIGHT

AM

NOON

PM

MIDNIGHT

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

Select Entire Week

Deselect Entire Week

Becomes Active

☒ Immediately
 ☐ Never

Expires

☒ Immediately
 ☐ Never

FIG. 17

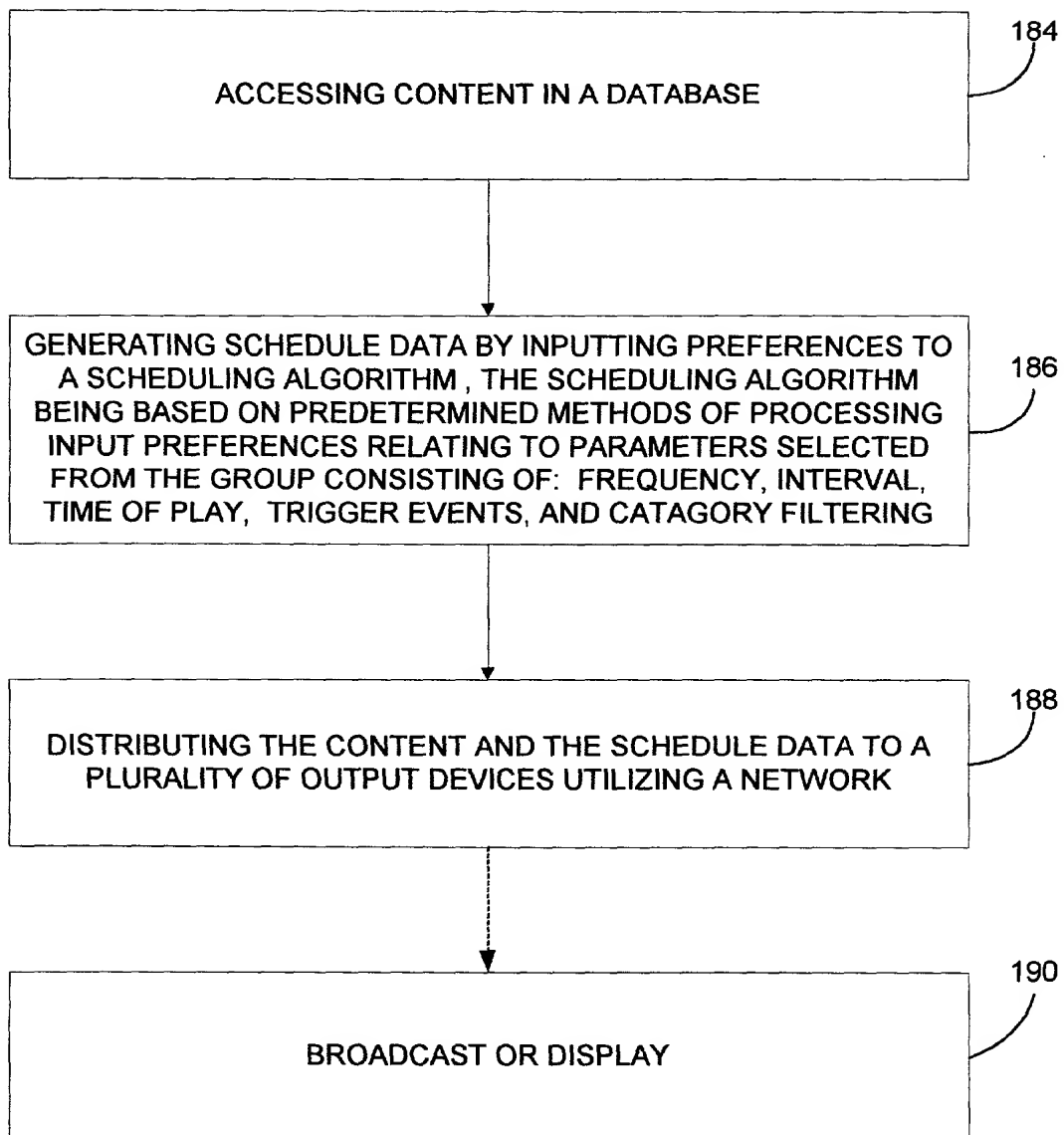


FIG. 18